

2071446326

Note for Steen, Lauren E.

From: LaRusso, Phyllis
Date: Thu, Jul 31, 1997 4:33 PM
Subject: FLORIDA FSI COSTS
To: Schneider, Rita; Steen, Lauren E.; Waldman, Margot

The cost for the Florida FSI is as follows:

MARKET	CIRC.(000's)
2MO Jacksonville	484
2NO Penscola	431
2OO Orlando	1,100
2PO Tampa	1,366
2QO Miami	892

TOTAL CIRC 4,273,000

Our current CPM for a page 4-color is \$6.73 which comes out to \$28,757.29 you must add the agency commission which comes to \$33,832.10. This cost does not include any copysplit, black plate or additional sell sheet charges.

Please let me know what date you are looking into and if you need anything further.

Phyllis